

Committee Notes – Joint Meeting

Security Committee- Hollywood Entertainment District, Sunset and Vine BID

June 12, 2014

Los Angeles Film School

Attendance: **HED Committee Members present:** Charlie Colletta, Derrick Malec, Monica Yamada, Galo Medina. Not present: Carol Massie, and Chad Lewis. **SVBID Committee Members present:** Elizabeth McDonald, Katie Seymour, Anthony Bell. Not present: Fabio Conti, Fred Rosenthal. **Liaisons:** Steve Seyler, Bill Farrar, Mike Harkins, Andrews International. Jackie Lawson, Office of Neighborhood Prosecutor, LA City Attorney. Sgt. Scott Schneider and Sgt Tomas Rodriguez, LASD. Sgt Rich Gabaldon, SLO Danny Pesqueira, SLO Irv Isabella, Captain Cory Palka, Captain Pete Zarcone, LAPD. Staff: Kerry Morrison and Joe Mariani Jr., Hollywood Property Owners Alliance. Guests: David Dickerson, K-24, Gilbert Mora, Behavioral Health Services, Inc., Tom Meredith, 1600 Vine.

- I. Call to Order: The meeting was called to order by Charlie Colletta at 10:10 a.m.
- II. Public Comment: David Dickerson, representing Kitchen 24 on Cahuenga, expressed concerns about individuals who loiter in the alley and can be intimidating to customers and passersby. Morrison said that she and Steve Seyler would work with Dickerson and other businesses on a strategy to “harden the target” and make the alley less hospitable. Gilbert Mora introduced himself and said that the Hollywood Behavioral Health Center had received a grant to address underage drinking.
- III. Meeting Notes: The committee reviewed the meeting notes from their May 8, 2014 meeting.
- IV. Reports
 - A. Report from Andrews International: Steve Seyler distributed the report for the period 5-5-14 through 6-8-14. He indicated that arrests were up, as compared to this time last year, but calls are slightly down. Arrests for drinking in public are up by 125 over this time last year.
 - B. Report from LAPD: Captain Zarcone said that the department has called for a three percent crime reduction in the Division, and they are actually running ahead of that at this time. He introduced Sgt Rich Gabaldon, who is taking over for Lt. Dibell, who is moving to Vice. He said they are up to 65 officers now in the Hollywood Entertainment District deployment area, with about 16 dedicated during the day. He indicated that Vice will be targeting situations where people are being over-served in the bars and nightclubs, since that contributes to some of the crime problems at night. He also indicated that some negotiations and meetings helped to ameliorate the tensions between the Rolling 60’s and the Samoan security guards, which had been reported last month. The recent murder that occurred on Las Palmas appeared to be related to a marijuana deal gone bad.
 - C. Report from LA Sheriff’s Department: Sgt Schneider reported that the sheriff’s department has noticed a decrease in homeless individuals riding the trains. There has also been a decrease in public intoxication on the trains as well. Overall, crime is down.
 - D. Neighborhood Prosecutor: Jackie Lawson expressed a continued commitment to securing stay – away orders when appropriate. She described a recent incident involving Bradd Pitt and the stay away order that was issued against a member of the media. She expressed a willingness to work on the alcohol strategies.
 - E. Community Impact Team: Dan Haldan reported on the last meeting of the CIT. He said the county had conducted a sting of illegal food vendors and was planning another one later this summer. He said that in one supervisorial district the county supervisor had earmarked discretionary funds to help pay for additional enforcement and perhaps Zev Yaroslavsky could be approached in a similar vein. He is also planning on

holding a tour bus summit, to which all the companies would be invited so that the rules would be explained and enforcement efforts described.

D. Report from the Alcohol Task Force: Kerry Morrison presented a brief PowerPoint which describes the purpose of the Task Force and some of the strategies that are in the works. One involves working with the Fire Commission to possibly create a demonstration project, whereby “super users” of the paramedic services would be identified, and intervention and diversion programs would be employed to see if we could reduce the burden on paramedic and emergency rooms and save lives.

In addition, Morrison and Halden are researching programs to discourage panhandling and presented information about a program recently launched in San Diego. There are 21 distinctive red parking meters placed strategically in downtown San Diego on private property. People are encouraged to give money to the meters, and the funds are distributed for three purposes: move-in costs, job interview support and return home tickets. More information will be presented at the next meeting. Tom Meredith said he would talk with Trader Joe’s to see if they would be receptive to having public education materials near the cash registers. Other suggestions included have a text message to donate money and also donations that could be made at point of sale, similar to what we see in grocery stores.

V. New Business:

1. Starbucks lessons. Sean Williams, regional manager from Starbucks, reported on actions taken by their company to equip their staff to respond to incidents and help create a more safe environment within their stores. Fifteen months ago, Sean met with LAPD and the BID because with the opening of the new store at Hollywood and Vine, there was a disproportional burden placed on BID security to respond to this and other stores. Sean created a “safety and security response training program and this has been very successful. They look strategically at their facility (e.g., how to create the right balance between customer comfort versus encouraging the homeless to loiter all day – this involving outlets and outdoor water spigots, for example). They have equipped their staff by doing role training and employees feel more confident about approaching situations themselves. Finally, Starbucks looks to integrate their stores more intentionally with the community. For example, they are becoming more involved with My Friend’s Place and this has proved beneficial. Morrison thanks Sean Williams for sharing their experience as it will prove helpful with other businesses who struggle with these issues.

2. Mission creep: Kerry Morrison advised the committee that there have been discussions with Andrews International about “mission creep” whereby BID security finds itself responding to issues that really should be handled by internal security or LAPD. Over the years, this has been observed, and it is hard for the team to not respond to stakeholders. Morrison said conversations continue to ensure we don’t fall down a slippery slope and raise expectations of property and business owners. The Starbucks example is a good model for dealing proactively with these types of issues.

VI. Old Business: Joe Mariani that we are very close to securing the final documents to install the repeater on the Sunset Media Tower. Then the final three cameras will be up and running.

VII. Next Meeting: The next meeting is scheduled for Thursday, July 10, 2014 and it will be at the Library room at The Redbury, thanks to Derrick Malec.

VIII. Adjournment: There being no further business the meeting was adjourned at 11:30 a.m. by Galo Medina.